



North Figueroa Assn.

Highland Park Business Improvement District
5651 Fallston St., Los Angeles, CA 90042
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Miranda Paster, Division Manager
Neighborhood & Business Improvement District Division
Office of the City Clerk
Room 224, City Hall
200 N. Spring St.
Los Angeles, CA 90012

Subject: North Figueroa Association (Highland Park BID) 1st quarter report of 2017, contract number C-116953.

1st Quarter 2017

Public Right of Way

Security Service Program- The NFA contracts with General Security regarding Security patrol. The NFA currently has an armed vehicle patrolled officer seven days/week and between 12-16 hours per day. The statistics are as follows:

Patrol Calls for Service	37
Patrol Observations Made	1,073
Patrol BID Contacts	1,204
Patrol Arrests/assist arrests made	0
Average Response Time	3-5 minutes
Transient Assists	854
Vehicle Patrol	65%
Foot Patrol	35%

Maintenance Program- The NFA contracts with Chrysalis a non-profit for its maintenance program. The clean program consists of sidewalk maintenance, trash collections, graffiti removal, weed abatement, tree trimming and landscaping, paper sign and handbill removal, special collections, maintenance problems requiring third party intervention, Maintenance statistics are as follows:

Bag Count (bags of trash removed)	2,207
Approximate weight	50,761
Graffiti Removed incidents	25
Bulky Items: includes Tables, Sofas, Beds	175
Pressure Washing (Hours)	0

Design Elements- no report

Special Projects- Old LA CFM- Partnership with Hunger Action LA, introduced Market Match to the Old LA CFM- Jan- \$514, Feb- \$515. Film revenue in March \$400. Market switched to Spring/Summer hours, open till 8 pm.

Corporate Identity & Organization

Administrative & Corporate Operations- The Highland Park BID improvements and activities are managed by a professional staff and require administrative support. Management staff oversees the District's services which are delivered seven days a week. The benefit to individual parcels within the District from these services is increased commercial activity, which directly relates to increases in lease rates and enhanced commerce. Examples of these special benefit services include, but are not limited to: Staff and administrative costs, Insurance, Office related expenses, Financial reporting

Corporate Identity Programs- The benefit to individual parcels within the District from these services is increased commercial activity which directly relates to increases in lease rates and enhanced commerce. Corporate Identity programs currently in place or being considered are: Big Belly image and communication programs, quarterly newsletter, Highland Park BID Web Site update, Public and Media Relations, Old L.A. Branding, Old L.A. Certified Farmers Market.

Contingency/Reserve- Costs to conduct a yearly financial review as well as City and County fees, uncollectible assessments, hardship credits and depreciation are included in this budget item. Also included are costs to renew the District. The above services will only be provided to the individual assessed parcels within the BID boundaries and therefore parcels outside of the boundaries will not receive special benefit.

Sincerely,



Misty Iwatsu, Executive Director

1st Quarter

Budgeted Line/Item	Annual Budget	Amount Spent this Quarter	Amount Spent Y-T-D	Projected Spending Next Quarter
Right of Way				
Corporate ID & Organization				
TOTAL				

Profit & Loss Standard Statement

01/25/17	North Figueroa Association Profit and Loss Standard January through December 2016
	Jan - Dec '16
Ordinary Income/Expense	
Income	
Income	389,685.88
Total Income	389,685.88
Expense	
Fig Jam	26,935.90
Right of Way	279,747.91
Corporate ID & Organiza...	116,976.33
Total Expense	423,660.14
Net Ordinary Income	-33,974.26
Other Income/Expense	
Other Income	
Interest Income	7.43
Total Other Income	7.43
Other Expense	
Bank Service Charges	129.90
Total Other Expense	129.90
Net Other Income	-122.47
Net Income	-34,096.73

Balance Sheet Standard Statement

01/25/17

North Figueroa Association
Balance Sheet Standard
As of December 31, 2016

	<u>Dec 31, '16</u>
ASSETS	
Current Assets	
Checking/Savings	
Assessed B of A- 325061278...	59,848.15
Union Bank- Farmers Market	70,540.10
Non Assessed- B of A	79,386.39
Union Bank- CFM-Petty Cash	<u>23,119.13</u>
Total Checking/Savings	232,893.77
Other Current Assets	
Assessment Rec from City of ...	<u>326,943.44</u>
Total Other Current Assets	<u>326,943.44</u>
Total Current Assets	<u>559,837.21</u>
TOTAL ASSETS	<u><u>559,837.21</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
4000-Payroll Tax Liabilities	<u>-3,310.08</u>
Total Other Current Liabilities	<u>-3,310.08</u>
Total Current Liabilities	<u>-3,310.08</u>
Total Liabilities	-3,310.08
Equity	
Retained Earnings	503,815.96
Opening Bal Equity	93,428.06
Net Income	<u>-34,096.73</u>
Total Equity	<u>563,147.29</u>
TOTAL LIABILITIES & EQUITY	<u><u>559,837.21</u></u>